9.   The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the direct connect
5   server.

10.   The request for creative message of claim 1 further defined as a function of the domain name of the content server.

10   11.   _The request for creative message of claim 1 further defined as a function of a meta tag on the content server.

12.   The direct connect server of claim 1 further comprising a lookup table for storing category codes for use in generating a request for creative message.

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13.   In a network system comprising a public network, a creative selection server connected to the public network, a content server, and a user computer that requests content pages over the public network and receives content pages and redirect commands for one or more creatives from the content server: a server system
20   comprising
a direct connect server connected to public network separately from the creative selection server, wherein the direct connect server receives creative selection criteria from the user computer,
generates a request for creative message as a function of the creative
25   selection criteria;
transmits the request for creative message to the creative selection server; and
receives an identification of one or more creatives from the creative selection server and sends the identification of the one or more creatives to the
30   user computer.

14.   The request for creative message of claim 13 further defined as a function of a stored profile.

35   15.   The request for creative message of claim 13 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

16.   The request for creative message of claim 13 further defined as a function of the IP address of the user computer.

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17.   The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the content server.

18.   The request for creative message of claim 13 further defined as a function

10   of the domain name of the user computer.

19.   The request for creative message of claim 13 further defined as a function of a search term entered by the user computer.

15   20.   The request for creative message of claim 13 further defined as a function of IP address of the content server.

21.   The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the direct connect

20   server.

22.   The request for creative message of claim 13 further defined as a function of the domain name of the content server.

25   23.   The request for creative message of claim 13 further defined as a function of a meta tag on the content server.

24.   The direct connect server of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.

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